



## STAFF REPORT

TOWN COUNCIL MEETING OF MARCH 14, 2017

To: Honorable Mayor and Members of the Town Council

From: Joan L. Phillipe, Town Manager

Subject: Request to Approve Contribution to Loomis Basin Chamber of Commerce for Downtown Masterplan Construction Project Information Campaign

Date: March 7, 2017

### **RECOMMENDATION ACTION:**

Approve request.

### **ISSUE STATEMENT AND DISCUSSION:**

The Loomis Basin Chamber of Commerce Economic Development Committee met March 7. One of the agenda items was discussion on the construction of the Downtown Master Plan project. Consensus was to develop an "I Dig Loomis" marketing campaign to advise the business community as well as the community at large about the project. The campaign would include an article for dissemination to regional media outlets, a logo, a banner over Taylor Road, some printed materials and mailers as well as social media outreach. Chamber Executive Director will review the concept in more detail under the Chamber Report on the agenda.

The construction project is going to be a large one for the town and will have impact on businesses as well as those who use Taylor Road regularly. A campaign such as this is a good idea and is proactive in regard to getting information out about the project, what to expect, when to expect it, where to park and so forth. We want there to be as little adverse impact as possible to everyone during construction.

Public Works Director Brit Snipes attended the Chamber committee meeting, as did Mayor Black and Councilmember Onderko, and he will work closely with the Chamber on this campaign if funding for it is approved.

### **FINANCIAL IMPLICATIONS:**

At the time of the writing of this report, a proposed budget was not yet available but it is anticipated that the requested amount will be in the \$2,000 range. The exact amount will be provided at the Council meeting.

Funds are available in the current budget in Fund 1000.